

# GreenCOM Update

A quarterly report from USAID's Environmental Education & Communication Project - November 1996

## GreenCOM Hosts National EE Forum in El Salvador

GreenCOM/El Salvador, the Executive Secretariat for the Environment (SEMA), the Ministry of Education, and the Initiatives Fund for the Americas (FIAES/El Salvador) hosted the first National Environmental Education Encounter from November 13-15. More than 1000 educators; extensionists; and representatives of the media, environmental NGOs, and government agencies participated in this ground-breaking event to design an environmental education policy for El Salvador and set the foundation for a national EE plan. Guidelines, methodologies, and strategies were developed for using formal, informal, and nonformal education to address national environmental concerns. Salvadoran President Armando Calderón Sol joined USAID Mission Director Carl Leonard and representatives of the Ministries of Education and the Environment to inaugurate the event. The National Encounter included 21 presentations highlighting the activities and research of Salvadoran organizations, 28 exhibitions prepared by local environmental NGOs, and 18 working groups facilitated by environmental education specialists.



## News From The Field

### Philippines

Over the last quarter, GreenCOM/Philippines finalized three behavioral research reports from Cebu, Palawan, and Mindanao. The research focused on determinants of environmental activism by municipal officials, and community leaders and members. Using the results of the research, the GreenCOM/Philippines staff and consultants organized a successful series of four participatory workshops with other local partners. To begin to plan local pilot communication campaigns and think about the national environmental communication strategy, the first workshop (October 2-5) taught the "Starting with Behavior" (E. Booth) approach to national counterparts from the USAID-funded Coastal Resource Management and Natural Resource Management Projects, USAID/Manila environmental staff, and local researchers. Two-day interactive workshops followed at each of the three sites to lay the groundwork for the local pilot campaigns. The campaign themes will be finalized in November through one-day meetings at each of the sites; the pilot campaigns will begin, in coordination with the communication units of the other two USAID-funded projects, in the first quarter of 1997.

### Egypt

The Water Communications Unit (WCU) of the Ministry of Public Works and Water Resources recently launched a major campaign to increase awareness about water scarcity among Egyptian farmers. The campaign includes a press kit, brochures and stickers, TV and radio spots, posters, and an activity-based calendar for school children. The effort will increase awareness of Egypt's limited water supply and the important role farmers can play in water conservation. GreenCOM helped train the WCU staff in formative research, pretesting concepts and materials, producing materials or working with those who produce materials, and interacting with media representatives who interview Ministry officials. By actually conducting their own research, the WCU staff gained valuable input from the contact with male and female farmers and villagers.

### Middle East Peace Process

GreenCOM is providing technical leadership for a US initiative in the area of water conservation in the Middle East, under the auspices of the Multilateral Working Group on Water Resources. The project focuses on the development of a regional awareness



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campaign that will highlight and promote successful water conservation practices that impact domestic consumption. GreenCOM staff have visited diplomatic and technical staff in each of the seven countries that have indicated interest in participation, Jordan, Israel, West Bank/Gaza, Egypt, Oman, Tunisia and Morocco. Next steps include further study and investigation of "best practices" in each country, and an Expert's Workshop to share information and develop a media and communication strategy for the campaign.

## Morocco

The Municipality of Zouagha, located outside Fez, convened a participatory workshop in September to address solid waste problems in two districts. The exercise involved stakeholders, including representatives of neighborhood associations, municipal technicians and elected officials, and representatives of other concerned agencies. Some stakeholders not present were women from the community and solid waste collectors. Believing this to be a shortcoming of the process, GreenCOM designed activities so that their absence would be prominent, and in the end, their views would be present. The structure of the workshop allowed participants to establish an open dialogue around solid waste, build a partnership, and produce an action plan to improve solid waste collection. Another outcome of this activity was developing the capacity among stakeholders to make collective decisions and participate in local governance.

## Nicaragua

GreenCOM/Nicaragua started on September 16th for a two-year commitment. Nina Chambers, the new field coordinator, has submitted a draft workplan to USAID for their final comments. The objectives of this two-year activity will be to:



R. Bossi

*GreenCOM/Nicaragua's communication activities will include protection of the Olive Ridley turtle.*

1) strengthen the EE&C competencies of the Ministry of Environment and Natural Resources (MARENA) protected area (PA) management staff; 2) develop, implement, and evaluate PA environmental interpretation and education strategies; and 3) develop, implement, and evaluate buffer zone EE&C strategies. The issues that affect these areas include protecting sea turtle nesting beaches, reducing firewood collection in the park, and encouraging appropriate levels of ecotourism.

## Home Office Presentations

In September, Brian Day, Project Director and Nancy Diamond, Research and Evaluation Officer gave a presentation on social marketing and forestry at World Resources Institute. Day also presented information on GreenCOM work in Africa to 14 Africans from 12 countries who are visiting the U.S. on a USIA tour.

In October, Orlando Hernandez, Applied Research Director, Mona Grieser, Senior EE&C Specialist, and Brian Day made a presentation on GreenCOM and our approach to a group of environmental educators from Middle Eastern countries on an exchange visit to the United States sponsored by USIA.

In November, Orlando Hernandez and Nancy Diamond presented GreenCOM's activities at the annual conference of the North American Association for Environmental Education.

## International Workshop

GreenCOM facilitated a two-day international workshop on environmental education and communication at the North American Association for Environmental Education (NAAEE) Annual Conference in San Francisco, November 1-2. Attendance far exceeded expectations, with 150 participants and presenters

from every region of the world. The workshop focused on sharing lessons learned from programs around the world and identifying successes and concerns to be shared with the donor community with respect to current directions and trends in the field. The format of the workshop included plenary sessions, concurrent sessions, and discussion. We were particularly pleased with the quality of presentations and the enthusiasm and lively dynamics of a very diverse group.

Co-sponsors for the workshop included: NAAEE; World Wide Fund for Nature (WWF); IUCN; WRI; WWF-US; Conservation International; U.S. Peace Corps; Global Vision; UNESCO; NCEET at

University of Michigan;  
and CICEANA.

## Staff Farewell

This quarter GreenCOM said farewell to three valuable staff members who have moved to new and exciting adventures. Paula Tarnapol left us to dedicate herself to her own business, Full Circle Communications. Heather Lair is pursuing a joint Masters degree in Natural Resource Management and Business Administration at the University of Michigan. Karol Gilchrist moved to Chiang Mai, Thailand to take a position as International Programs Coordinator at Payap University. We miss them all greatly!

## New Staff

James H. French was hired as Deputy Director of the GreenCOM Project. His background includes a Ed.D. in adult education with a focus on management of rural development organizations and work for the United Nations Food and Agriculture Organization (FAO), Asia-Pacific Agroforestry Network (APAN) in Bogor, Indonesia. He has 22 years of Asian field experience in environmental communications.

In August, Martha Monroe joined GreenCOM as Resource Center Director. Recently, she developed the EE Toolbox and worked as a consultant in EE evaluation, curriculum development, training, and planning. She brings over 20 years of EE experience to the staff. Her Ph.D. combined cognition and environmental education theories.

Dana Inerfeld also joined us in August to work as the GreenCOM Resource Center Associate. Her prior experience includes work as a Program Assistant in the Technical Division of the BASICS Project, USAID's global child survival project.

Peggy Preusch started in September as Program Associate. She most recently worked for NAAEE on the VINE Program and as Assistant to the Communications Director. Her environmental education experience includes four years as the Program Manager for the Montgomery County Recycling and Composting Education Program in Maryland.

## Visitors

Visitors welcomed by GreenCOM this quarter include: Anatol Peretiatkowicz, Private University of Environmental Protection, Poland (on a USAID-



*GreenCOM headquarters staff on top of our offices at 1255 23rd Street.*

S. Fergus

sponsored study tour); Tanveer Arif, Society for Conservation and Protection of Environment, Pakistan; Francisco Javier Flores Mendoza, Universidad de Guadalajara, Mexico; Ann Rubin, Environmental Policy and Technology Project, Russia Far East; Antonio Telesca, Asociación Nacional para la Conservación de la Naturaleza, Panama; and Richard O. Cortez, Diario El Comercio, Ecuador.

## Web Site

Our Web Page is up and available at <http://www.info.usaid.gov/environment/greencom/> or it can be reached through the *What's New* or *Environment* buttons on the USAID Home Page <http://www.info.usaid.gov/>.

## Database on EE-Link

The GreenCOM database of publications held in our Resource Center is now available on University of Michigan's EE-Link at <http://eelink.umich.edu/RESLIB/greencom.html>.

## New Publications

The newest issue of *Human Nature* has been released in English, Spanish, and French with a focus on sustainable cities, and *Starting with Behavior* is now available in Spanish entitled *Todo Empieza con el Comportamiento*.

# In The Future

## Nepal

Our new project in Nepal will involve 1) enhancing community understanding and participation in Nepal's new forest policy; 2) stimulating interaction among various stakeholders and policy makers; and 3) supporting forestry extension work carried out by government agencies and NGOs through training and video. In keeping with the GreenCOM priority of listening to people, those who use community forests will identify their needs and become more skilled in engaging in forestry policy.

## Colombia

GreenCOM staff met with USAID/Colombia representatives to identify EE&C training needs, opportunities, and gaps for member institutions of ECOFONDO, an umbrella organization of more than 320 environmental NGOs working throughout the country. A tentative plan and schedule for a series of training workshops was presented to improve ECOFONDO's and member institutions' capabilities in, among other things, EE&C strategy development, materials production, and program/campaign monitoring and evaluation.

## GreenCOM Staff

Brian Day	Project Director
Dana Inerfeld	Update Editor
Susan Belville	Program Specialist
Rick Bossi	Latin America Coordinator
Nina Chambers	Nicaragua Program Manager
Nancy Diamond, Ph.D.	Research & Evaluation Officer
Ed Douglass, Ph.D.	Philippines Resident Advisor
Jim French, Ed.D.	Deputy Director
Mona Grieser	Senior EE&C Specialist
Orlando Hernandez, Ph.D.	Applied Research Director
José Ignacio Mata	El Salvador Resident Advisor
Susan Middlestadt, Ph.D.	Senior Research Advisor
Martha Monroe, Ph.D.	Resource Center Director
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Amanda Robins	Program Associate
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## Inside This Issue

- **A National Encounter in El Salvador**
- **New Projects in Nicaragua and Mid-East**
- **Accessing GreenCOM's Webpage**
- **International Workshop A Success**

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